

Abstract of the Invention

2 A method is disclosed for supplying information from a network, such as the
3 Internet, through, for example, a computing device to consumers on request. An
4 optically readable indicia on an object is optically scanned to create an electronic
5 representation of the indicia. The indicia can be visible or invisible, including
6 invisible ink barcoding and digital watermarking. The electronic representation
7 is used by a computing device to communicate with a central server. The central
8 server selects a network address from a plurality of addresses that are or may
9 come to be associated with the indicia. Selection is made in response to selected
10 criteria so that the indicia is associated with different addresses based upon
11 differences in the selected criteria. The central server contacts a server at the
12 selected network address and obtains information from the server associated
13 with the address. The central server communicates the information received
14 from the server back to the computing device for display or other use at the
15 computing device.